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ABSTRACT OF THE INVENTION

5 A multi-ply promotional label having a detachable game  
piece according to the present invention includes peripheral and  
perforation geometry that reduces the likelihood of intentional  
or inadvertent premature viewing of game indicia on the  
detachable piece. The label, moreover, may include multiple  
detachable game pieces. Deleterious effects of increased tensile  
stress along perforations due to the presence of multiple  
detachable game pieces or other factors are overcome by applying  
10 an adhesive to removably couple a preselected region of a  
downwardly facing aspect of a detachable game piece to an  
underlying base ply. The upward face of the same base ply may be  
printed to increase the available printable area in order, for  
example, to further instruct players on game procedures. Game  
15 security is enhanced and other advantages are provided by  
printing preselected fields containing categorical game indicia  
using a repetitive printing process and printing in registry  
therewith preselected fields containing conditional game indicia.  
In contrast to known processes, resulting game pieces can be  
20 produced having no predictability.